

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Excelline Foods, Inc.		10/05/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Excelline Food Products, LLC
Street Address:	20232 Sunburst St.
City:	Chatsworth
State/Country:	CALIFORNIA
Postal Code:	91311
Entity Type:	Limited Liability Company: CALIFORNIA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	1931509	EXCELLINE

CORRESPONDENCE DATA

Fax Number: (310)203-0567

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: TBacon@jmbm.com

Correspondent Name: Jeffer Mangels Butler & Marmaro LLP

Address Line 1: 1900 Avenue of the Stars; 7th Floor

Address Line 4: Los Angeles, CALIFORNIA 90067-4308

ATTORNEY DOCKET NUMBER:

53441-0015

NAME OF SUBMITTER:

Thomas Bacon

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS/SERVICE MARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, Excelline Foods, Inc., a California corporation, ("Assignor"), hereby assigns and transfers to Excelline Food Products, LLC, a California limited liability company ("Assignee"), and Assignee hereby accepts from Assignor:

A. Any and all of its worldwide right, title and interest in and to the business names, domain names, trade names, trademarks and/or service marks used in connection with Assignor's goods and services, and the applications and/or registrations thereof, including, but not limited to applications and registrations listed in Exhibit "A" attached hereto and incorporated herein by this reference (hereinafter collectively referred to as the "Marks");

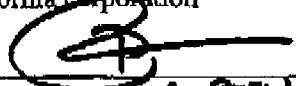
B. Any and all of its goodwill of the business connected with the use of and symbolized by the Marks; and

C. Any and all of its rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Marks or injury to said goodwill, together with the right to sue or recover the same in the Assignee's name.

IN WITNESS WHEREOF, the undersigned have hereunto set their hands as of

10-5-04, 2004.

EXCELLINE FOODS, INC.
a California corporation

By: 
Name: DAVID A. POSNER
Title: CHAIRMAN

EXCELLINE FOOD PRODUCTS, LLC,
a California limited liability company

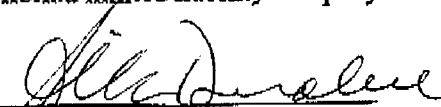
By: 
Name: Sylvia Donahue
Title: Manager

EXHIBIT "A"

Mark	U.S. Reg. No.	Reg. Date
EXCELLINE	1,931,509	October 31, 1995